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PROJECT TITLE/

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# Reddit Brand Guidelines

PREPARED BY/

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**Orangered**

VERSION 2021

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# Using this guide

These guidelines explain how to use [Reddit Brand System](#) assets in a way that stays true to our brand. In most cases, you'll need to get our permission first.

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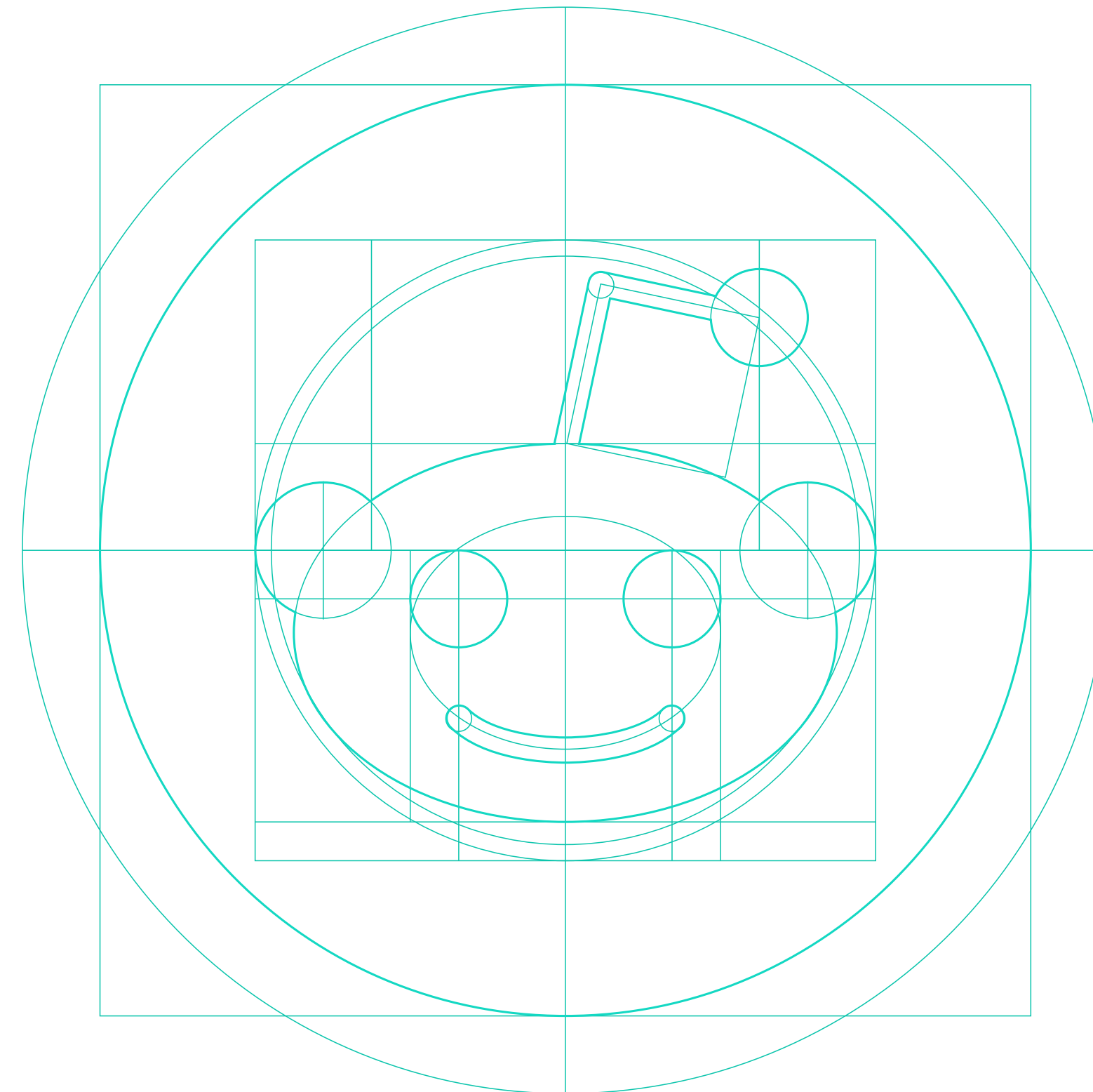
53 General usage

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# Logo

The Reddit logo welcomes people to our platform with a friendly smile reminiscent of the classic emoticon. More specifically, it shows our mascot, Snoo, who represents the curious explorer inside all of us.



Reddit is nothing without the people who use the platform, so appropriately our brand logo shares a face with our community. Every time the Reddit brand is seen by the public, the Reddit logo's

smiling face should be there to greet them. While our mascot can be actively posed, dressed up, and adapted to many situations, our logo should be left unaltered whenever possible.

The icon background is Orangered (#FF4500, PMS 172 C), Reddit's primary brand color, chosen for its vibrancy & distinctiveness. The Snoo head is always blank, like a canvas.

# Wordmark

Whenever possible, Reddit's icon and wordmark should appear together. Reddit's wordmark is a refined variation on its classic logo.



The rounded letters and shorter "i" reflect the brand's friendly, whimsical nature. The dot on the "i" is Orangered (FF4500, PMS 172 C) and oversized, recalling Snoo's eyes. The wordmark

should be aligned with the Snoo in the horizontal lockup and the safe area determines relative placement in both configurations.





# Guidance · Clear space

Make sure to **leave enough space** around the icon and the wordmark, so that they are distinct from other elements on the page. Safe space around the icon and lockups should be at least **140% of the icon size**.



# Guidance · Treatments

Whenever possible, use a Snoo head icon lockup with the wordmark. The Snoo icon can only be used alone on our platform or as a share icon.



VERTICAL LOCKUP



SINGLE COLOR



DARK BACKGROUND



PHOTO BACKGROUND



HORIZONTAL LOCKUP



SINGLE COLOR



DARK BACKGROUND



PHOTO BACKGROUND

Otherwise it should always be accompanied by the wordmark or alongside headlines or other copy mentioning Reddit explicitly.

The Snoo head should always appear blank or neutral with darker eyes and mouth. Never invert the Snoo icon.



# Guidance · Improper treatments

It is important that the Reddit logo and wordmark appear in a consistent manner. Please use one of the variations we provide, and never redraw the Snoo head logo or the Reddit wordmark.



DON'T RECOLOR  
THE LOGO



DON'T OUTLINE  
THE SNOO HEAD



DON'T DISTORT  
THE SNOO HEAD



DON'T REVERSE  
OUT THE SNOO HEAD



DON'T REDRAW  
THE SNOO HEAD

**Please don't:**

- Recolor the logo
- Outline the logo
- Stretch, distort or rotate logo
- Reverse the logo
- Redraw the Snoo head
- Use another typeface
- Use the classic Snoo in place of the logo





# Guidance · Improper treatments

It is important that the Reddit logo and wordmark appear in a consistent manner. Please use one of the variations we provide, and never redraw the Snoo head logo or the Reddit wordmark.



DON'T USE CLASSIC SNOO AS A LOGO



DON'T RECOLOR THE WORDMARK



DON'T OUTLINE THE WORDMARK



DON'T DISTORT THE WORDMARK



DON'T USE ANOTHER TYPEFACE

**Please don't:**

- Use Reddit logo on OrangeRed
- Use drop shadows or other effects
- Use unapproved background colors
- Use wordmark without icon
- Resize Snoo head inside circle
- Use the logo in a phrase or sentence

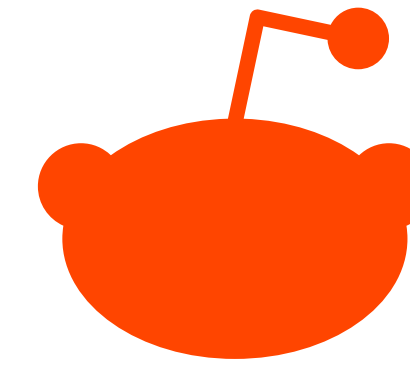




# Social icons

When linking to Reddit with a graphic, please use our provided social icons, which appear in round, square, and silhouette variants.

## VARIANTS



## MINIMUM 40PX

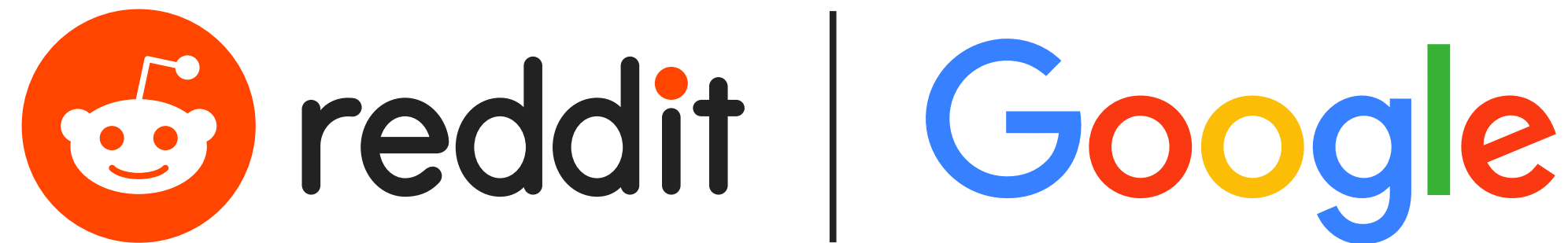
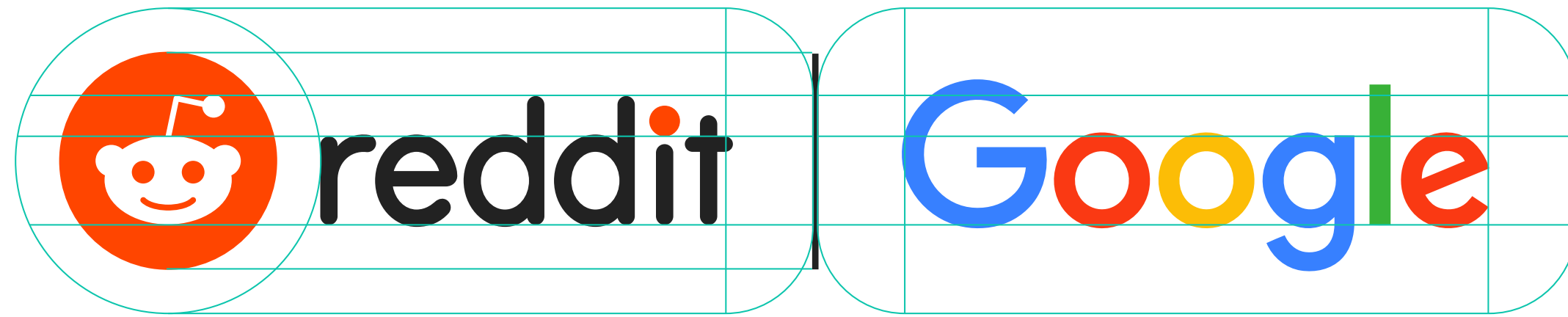


When it appears in color, our icon should always appear in Reddit Orangered (FF4500, PMS 172 C), and never appear at sizes smaller than 24x24 pixels.



# Partnerships

Partnership logos where Reddit is the lead should include the Reddit logo on the left, and continue to respect the clear space around it. The dividing line matches the thickness of the Snoo antenna and the height of the icon.



# Brand family

Products and services that are part of the Reddit family are generally lockups of the logo with the product name written in Reddit Sans Extrabold.

## FULL



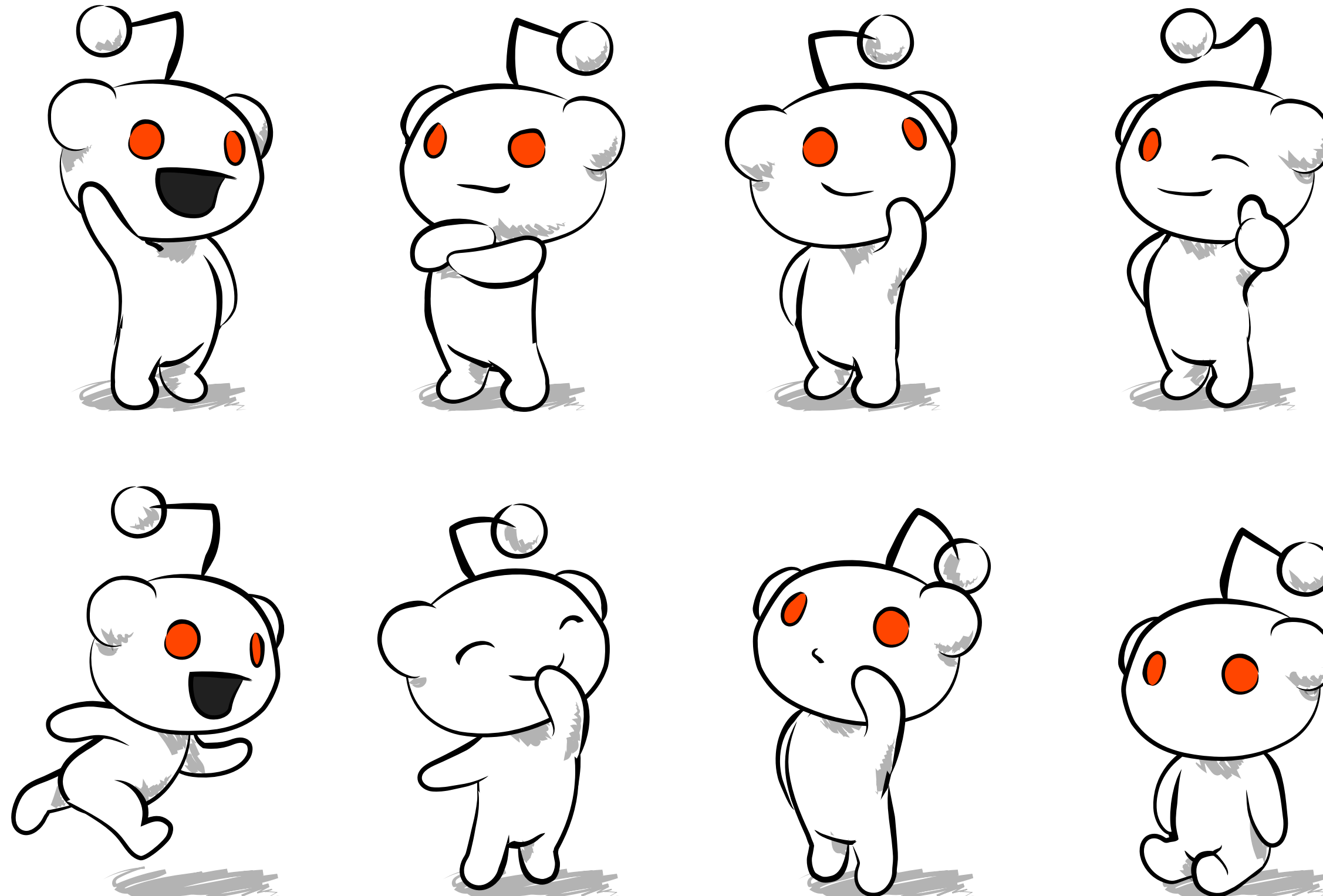
## ABBREVIATED



Names may also be abbreviated where Reddit does not need to be explicitly spelled out, such as on our own platform.

# Snoo

Discovery and exploration are integral to the Reddit platform, so appropriately our mascot is an explorer of worlds and a student of earth and humanity.



Snoo is an adorable little alien whose curiosity is a common thread across the broad community of people who use Reddit. Importantly, Snoo (they/them/theirs) is both genderless and as blank

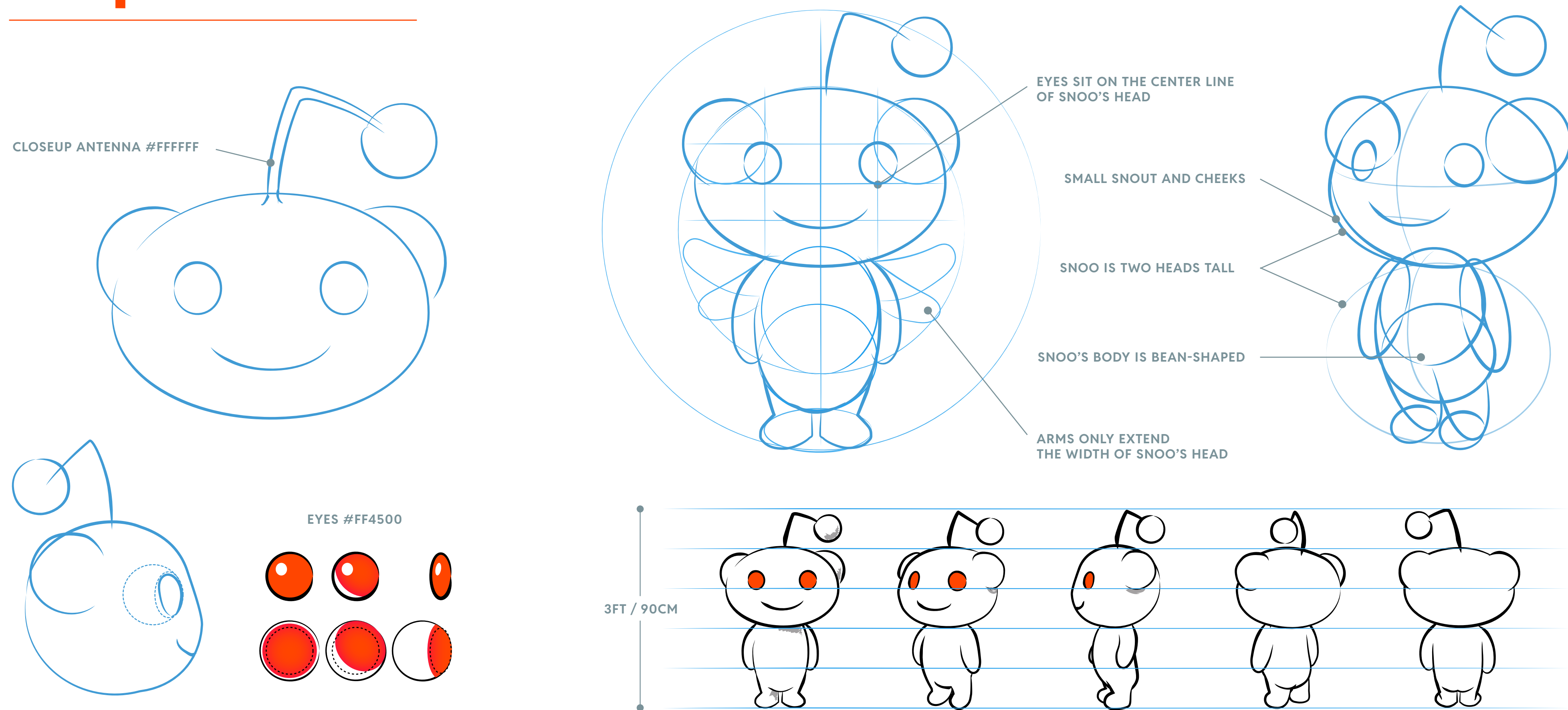
as a canvas, ready to be filled by our own personalities, wishes and dreams. Snoo's eyes are our brand color by default, a vivid orangish-red. Snoo can time travel. They run. They hug.

They dress up. Snoo plays ice hockey. Snoo does not speak. They communicate non-verbally using their antenna, which may have wi-fi capabilities.



# Proportions

Keep these specifications in mind whenever creating artwork of Snoo.



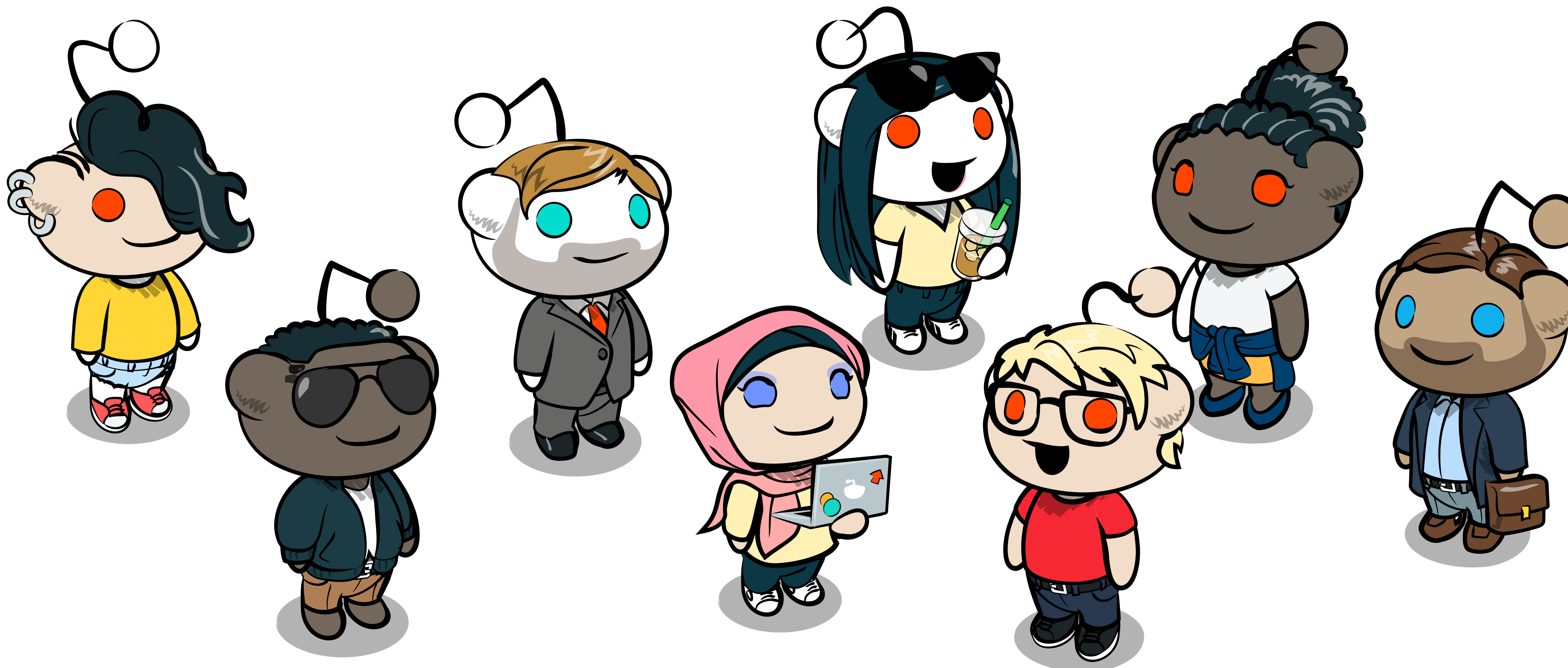
Keep these specifications in mind whenever creating artwork of Snoo. Snoo can have a variety of facial expressions, and the curve and bend of the antenna helps to show emotion.

For certain expressions such as a grin, Snoo may gain teeth or a tongue. But when not expressing emotion, Snoo may have no mouth at all. Similarly, Snoo's hands normally have no digits

and resemble mittens. However, when needed a hint of thumb or index finger may appear for certain hand positions, such as pointing.

# Custom Snoos

Custom Snoos represent the people who use Reddit and their communities. They showcase the diversity of our audience and their character, backgrounds, and passions.



Keep these specifications in mind whenever creating artwork of Snoo. Snoo can have a variety of facial expressions, and the curve and bend of the antenna helps to show emotion.

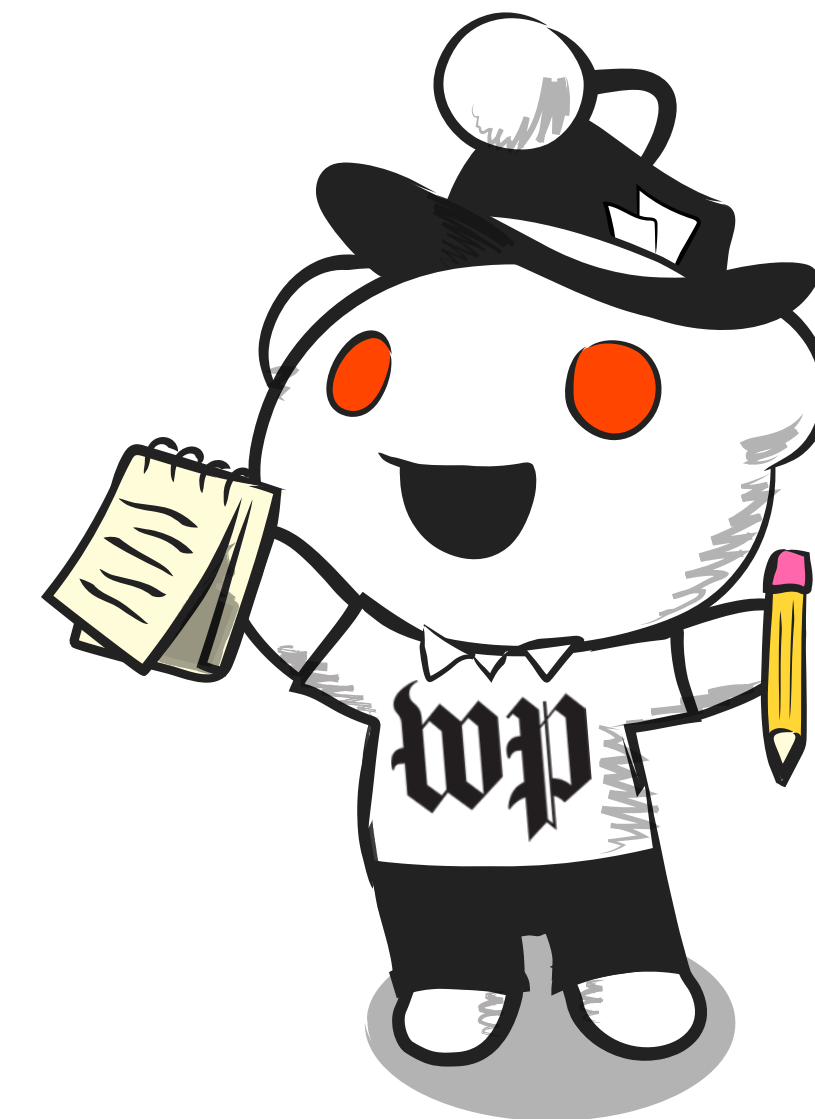
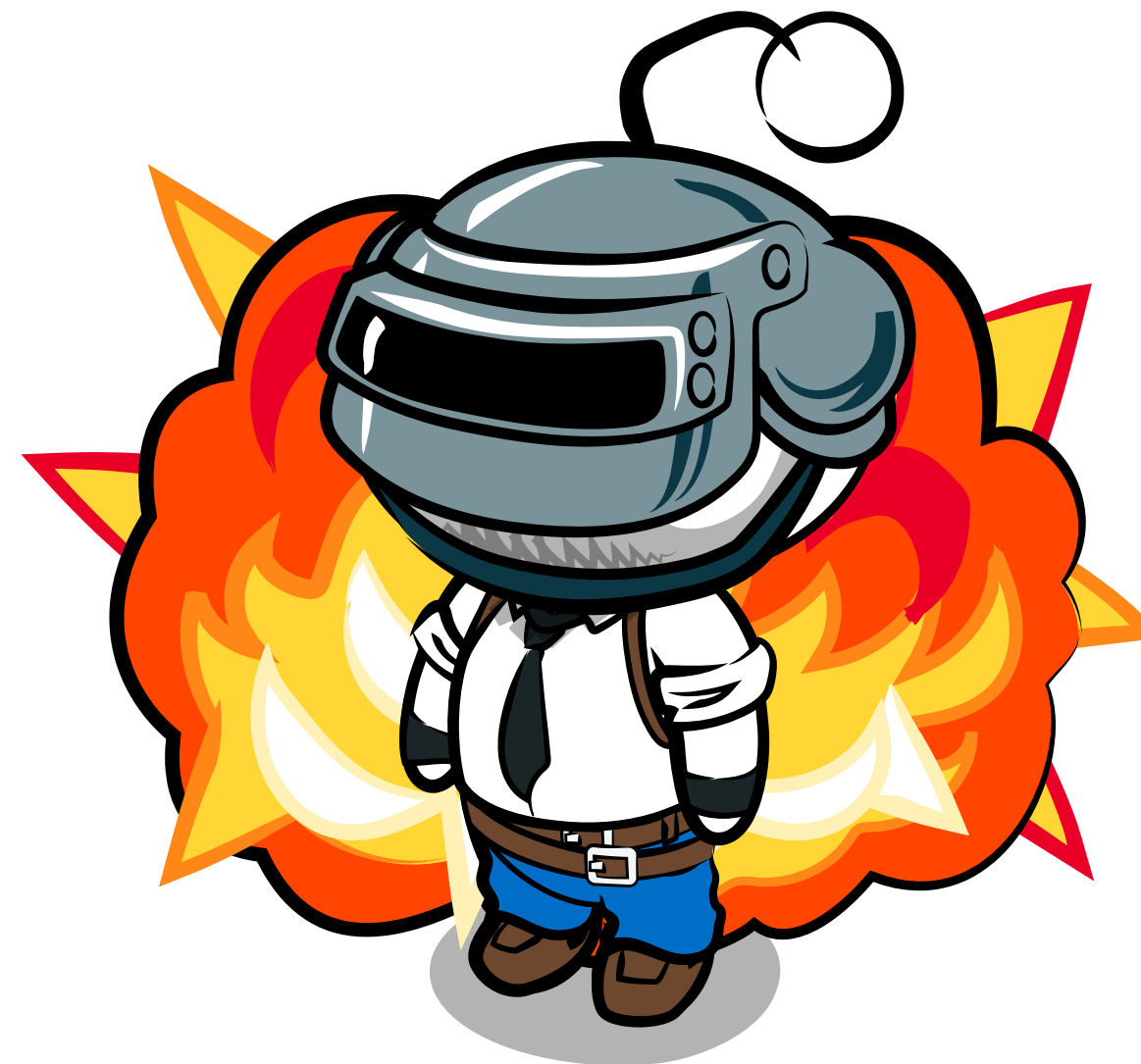
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and resemble mittens. However, when needed, a hint of thumb or index finger may appear for certain hand positions, such as pointing.



# Brand Snoos

We occasionally work with brands to create custom Snoos to represent them on Reddit. Brand Snoos require a license and are intended to represent fans of a brand on Reddit.



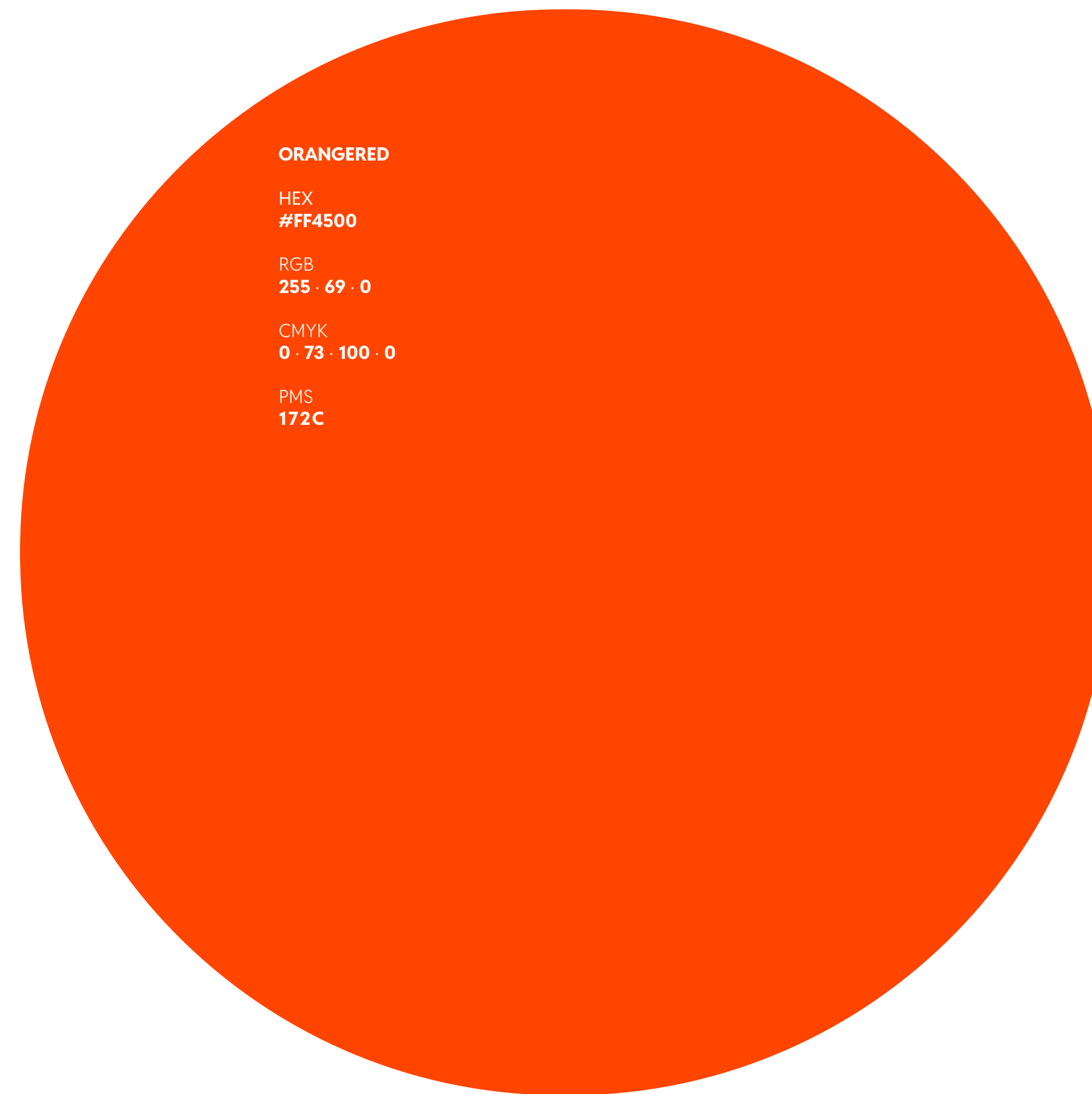
We occasionally work with brands to create custom Snoos to represent them on Reddit. Brand Snoos require a license and are intended to represent fans of a brand on Reddit. Brand Snoos can

wear costumes but do not associate with anything that would break Reddit's content policy, that the average person may find highly offensive or upsetting, or that defames or insults Reddit.

Brand Snoos can be used in on-platform advertising and may be used off-platform to promote a brand's fan community on Reddit. Custom brand Snoos are subject to review by Reddit.

# Color · OrangeRed

Color can define a brand, and Reddit's signature color is **OrangeRed**. For the curious, it is in fact an orangish red (and not a reddish orange).



OrangeRed is at the core of our identity and is essential for recognition of our brand. Everything visual that Reddit produces should employ the color in some capacity. It is strong and vibrant,

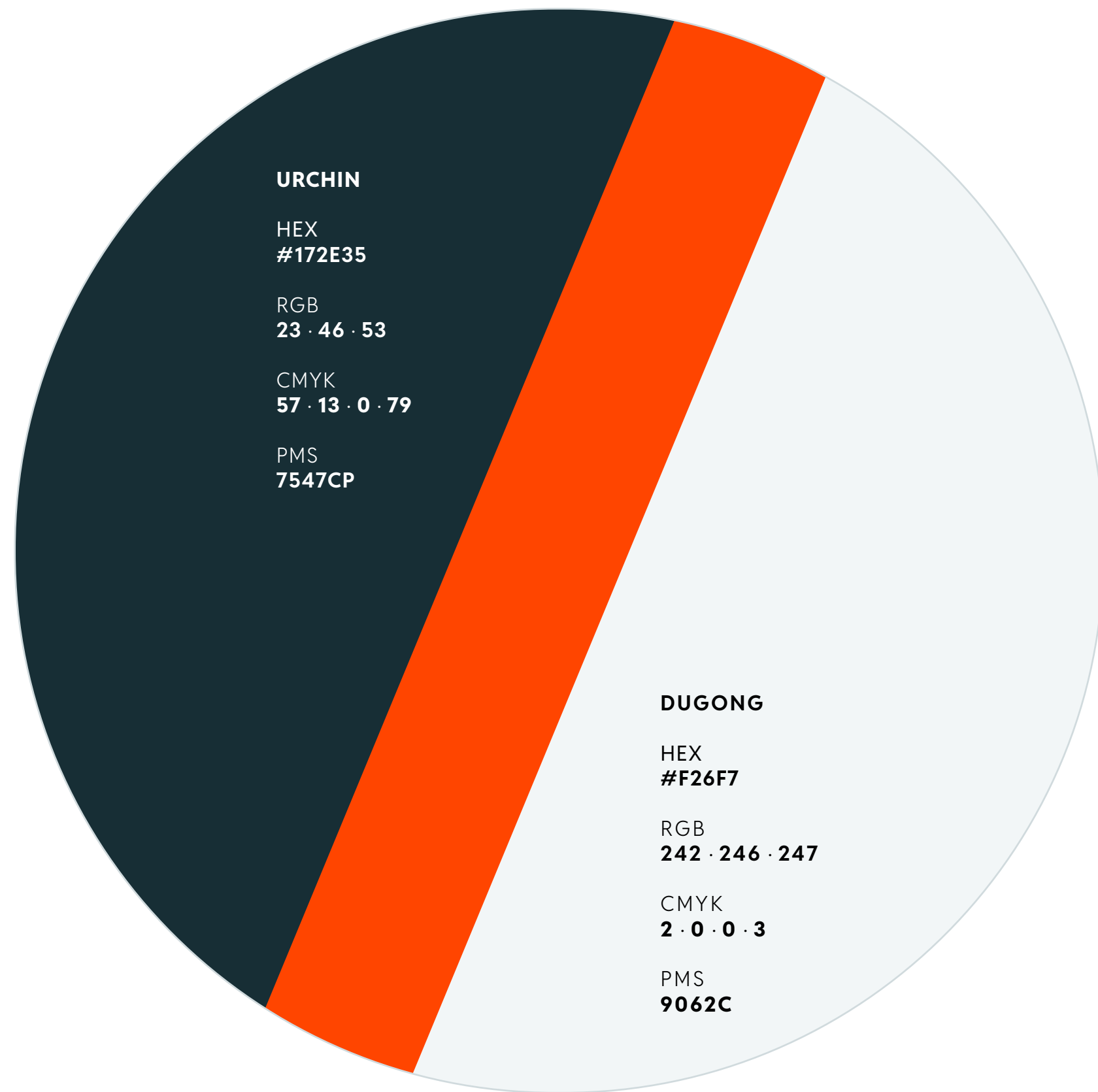
which means a little can go a long way. Its origins go back to the very beginning of Reddit, where it appeared as our mascot Snoo's original eye color.





# Color · Neutrals

Reddit Neutrals should be the most prominent components of any layout or document.



**BELUGA**  
HEX  
**#FFFFFF**  
RGB  
**255 · 255 · 255**  
CMYK  
**0 · 0 · 0 · 0**  
PMS  
**WHITE**

**DOLPHIN**  
HEX  
**#D7DFE2**  
RGB  
**215 · 223 · 226**  
CMYK  
**5 · 1 · 0 · 11**  
PMS  
**7541C**

**SEAL**  
HEX  
**#BBC7CC**  
RGB  
**187 · 199 · 204**  
CMYK  
**8 · 2 · 0 · 20**  
PMS  
**428CP**

**NARWHAL**  
HEX  
**#7A9299**  
RGB  
**122 · 146 · 153**  
CMYK  
**20 · 5 · 0 · 40**  
PMS  
**3526C**

**SQUID INK**  
HEX  
**#000000**  
RGB  
**0 · 0 · 0**  
CMYK  
**0 · 0 · 0 · 0**  
PMS  
**BLACK 6C**

In general, we favor lighter layouts where Beluga (white) and Dugong (a pale grey) are used as

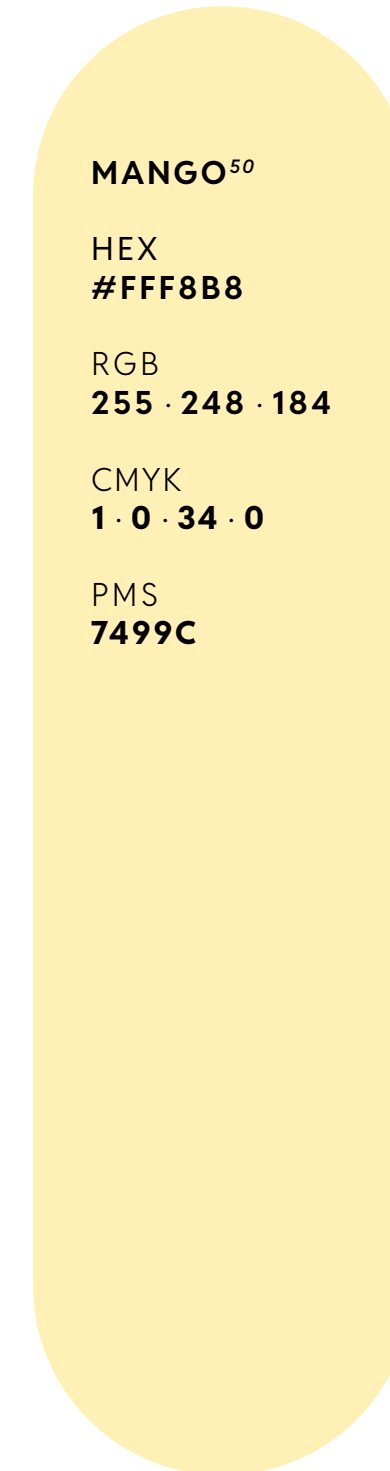
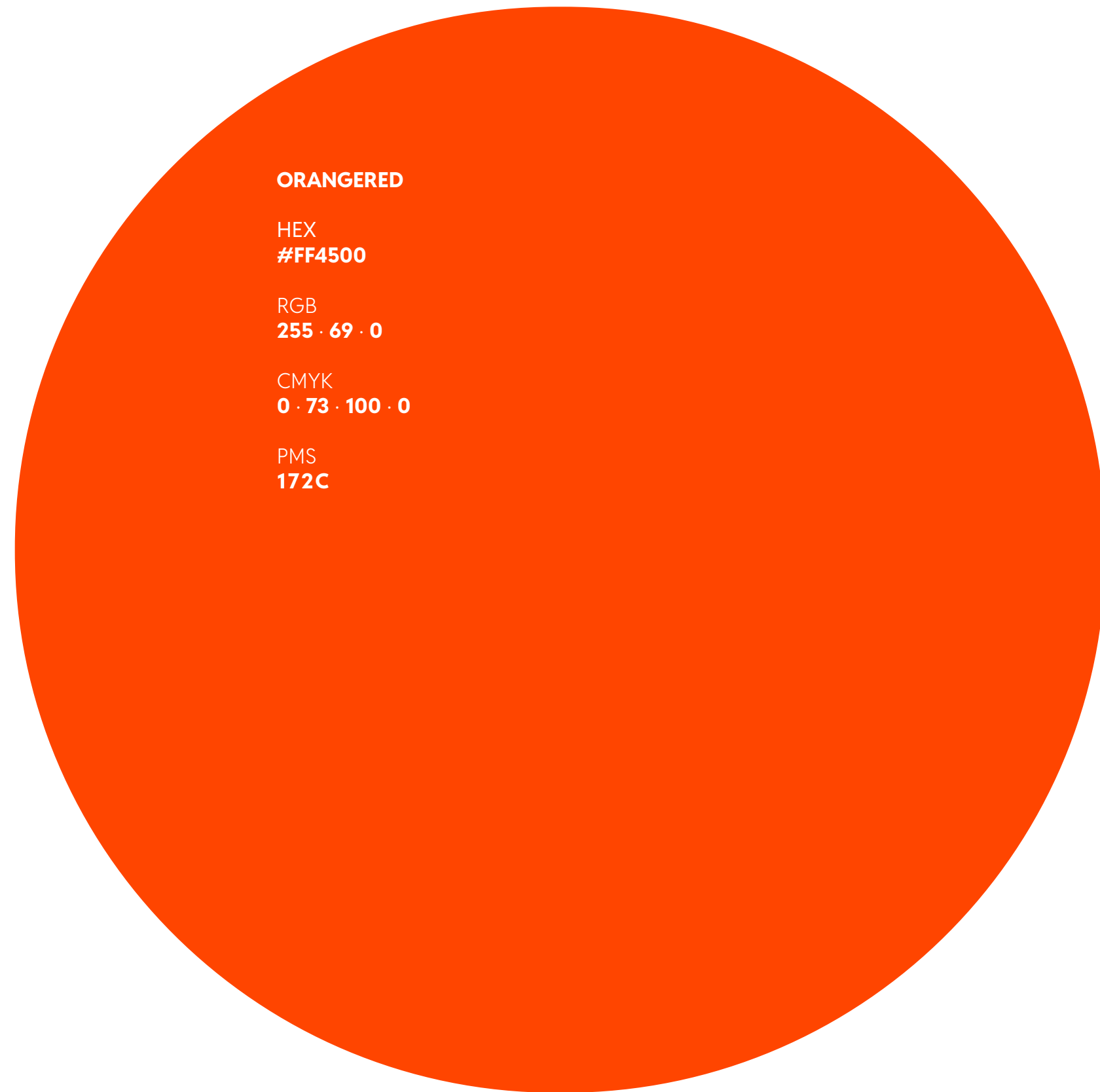
backgrounds, with Squid Ink (black) for type colors. When creating dark layouts, use Urchin

(dark grey) and Squid Ink (black) as background colors and Beluga (white) for copy.



# Color · Spectrum

Reddit's color spectrum encompasses our core brand colors, plus key product and illustration tones.



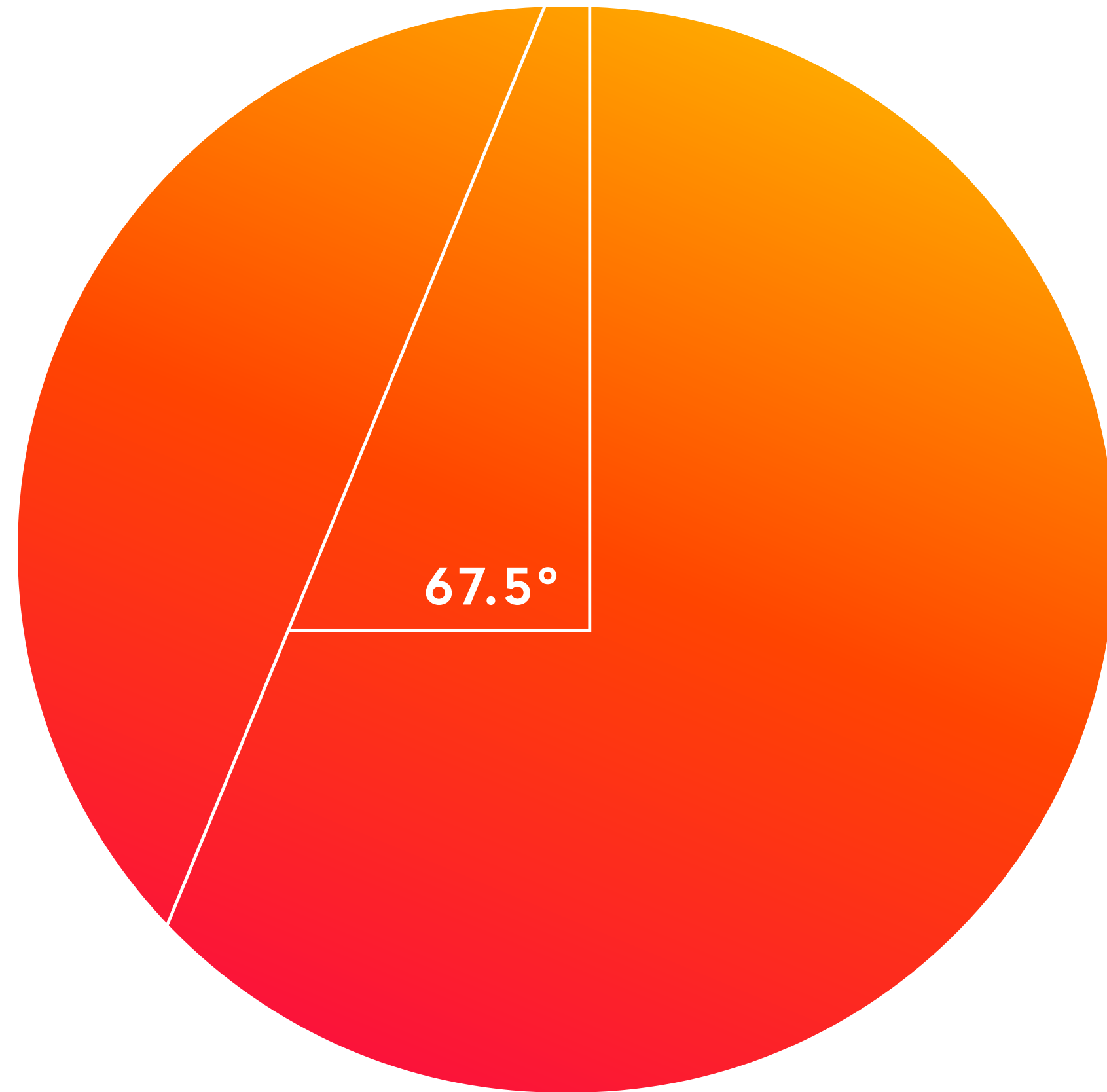
Chosen to complement our primary brand color, OrangeRed, these are a broader set of choices

which are cohesive throughout the brand. These colors should be used primarily in

illustrations, data visualization, and in conjunction with photography.

# Color · OrangeRed gradient

The OrangeRed gradient is primarily used in the Reddit App Icon and for buttons.



**MANGO<sup>500</sup>**  
HEX  
#FFA800  
RGB  
255 · 168 · 0  
CMYK  
0 · 39 · 100 · 0  
PMS  
137C

**ORANGERED<sup>500</sup>**  
HEX  
#FF4500  
RGB  
255 · 69 · 0  
CMYK  
0 · 73 · 100 · 0  
PMS  
172C

**ORANGERED<sup>600</sup>**  
HEX  
#FB133A  
RGB  
255 · 168 · 0  
CMYK  
0 · 98 · 77 · 0  
PMS  
1788C



APP ICON



CTA BUTTON

Our gradient uses three specific tones, including OrangeRed. A 67.5° angle is used to incorporate the angle of our signature slashmark element.

Rotating the gradient 90 degrees to 22.5° is also permissible, and more effective for very wide forms such as buttons or horizontal stripes.



# Typography

Using the official Reddit typeface Reddit Sans ensures our brand personality shows through in our communications.

Reddit Sans is built for the Internet, with clear, understandable letterforms that still maintain some of the warm eclectic nature of online

discourse. It's designed to be incredibly versatile with a large x-height for readability, and disambiguated letterforms for rapid identification.

Whenever available, it's always appropriate to use Reddit Sans to craft public communications for Reddit.



## Features

Reddit Sans is available in 5 weights with true italics. Reddit Sans letterforms were chosen for legibility and distinctiveness, pairing humanist characteristics with a geometric base. Humanist

sans-serif typefaces have roots in hand drawn lettering, giving them warmth and personality, while geometric typefaces focus on practicality and simplicity, making them ideal for information

delivery. The slash, such a key part of the internet's syntax, is foundational to the design of Reddit Sans. In Reddit Sans, the slash's 67.5° angle is repeated throughout the letterforms,

giving them a distinct, contemporary appearance.





## Typography · Reddit Sans

# The narwhal bacons at midnight

### BODY/

**Did you ever hear the tragedy of Darth Plagueis The Wise? I thought not. It's not a story the Jedi would tell you. It's a Sith legend.**

Darth Plagueis was a Dark Lord of the Sith, so powerful and so wise he could use the Force to influence the midichlorians to create life... He had such a knowledge of the dark side that he could even keep the ones he cared about from dying. The dark side of the Force is a pathway to many abilities some consider to be unnatural.

He became so powerful... the only thing he was afraid of was losing his power, which eventually, of course, he did. Unfortunately, he taught his apprentice everything he knew, then his apprentice killed him in his sleep. Ironic. He could save others from death, but not himself.



# Typography · Reddit Sans features + specifications

QWERTYUIOPASDFGHJKLZXCVBNM

qwertyuiopasdfghjklzxcvbnm

1234567890!@#\$%^&\*()[]https://www.url.com

## ROMAN/

Reddit Sans Light

Reddit Sans Regular

Reddit Sans SemiBold

Reddit Sans Bold

Reddit Sans ExtraBold

## ITALIC/

*Reddit Sans Light Italic*

*Reddit Sans Italic*

*Reddit Sans SemiBold Italic*

*Reddit Sans Bold Italic*

*Reddit Sans Extrabold Italic*

300

400

600

700

800



## Typography · Reddit Sans features + specifications

# The typeface of the internet

### ROMAN/

Reddit Sans Light

Reddit Sans Regular

Reddit Sans SemiBold

Reddit Sans Bold

Reddit Sans ExtraBold

### ITALIC/

*Reddit Sans Light Italic*

*Reddit Sans Italic*

*Reddit Sans SemiBold Italic*

*Reddit Sans Bold Italic*

*Reddit Sans Extrabold Italic*

300

400

600

700

800



# Typography · Reddit Sans letterforms + accessibility

/qwertyuiopasdfghjklzxcvbnm

\qwertyuiopasdfghjklzxcvbnm

67.5° FOUNDATIONAL SLASH ANGLE

## ACCESSIBILITY/

**Aa** qp bd ll un li Jj mrn

TALL X-HEIGHT

DISAMBIGUATED LETTERFORMS

We connect people of all ages and abilities, so special attention was paid to accessibility features of Reddit Sans. In particular, we choose a large x-height make characters easily legible even at

small sizes, and included rounded bowls to make characters like o, p, d, and p easily recognizable when scanning text. To aid character recognition further for people with dyslexia, we made sure to

disambiguate characters that can be easily confused, such as capital 'l' and lowercase 'l' as well as ensuring that characters like 'b' and 'd' or 'u' and 'n' are not simply rotated or flipped variations.

Dots on characters like 'i' and 'j' are fully round, helping differentiate them from the uppercase. And Reddit Sans' unique 'r' shape ensures that the 'rn' pairing is not easily mistaken for an 'm'.





# Typography · Reddit Sans languages

Afrikaans, Albanian, Asturian, Asu, Azerbaijani, Basque, Bemba, Bena, Bosnian, Breton, Catalan, Cebuano, Chiga, Colognian, Cornish, Corsican, Croatian, Czech, Danish, Dutch, Embu, English, Esperanto, Estonian, Faroese, Filipino, Finnish, French, Friulian, Galician, Ganda, German, Guarani, Gusii, Hawaiian, Hungarian, Icelandic, Ido, Igbo, Inari Sami, Indonesian, Interlingua, Irish, Italian, Javanese, Jju, Jola-Fonyi, Kabuverdianu, Kalaallisut, Kalenjin, Kamba, Kikuyu, Kinyarwanda, Kurdish, Latvian, Lithuanian, Lojban, Low German, Lower Sorbian, Luo, Luxembourgish, Luyia, Machame, Makhuwa-Meetto, Makonde, Malagasy, Malay, Maltese, Manx, Maori, Mapuche, Meru, Mohawk, Morisyen, North Ndebele, Northern Sami, Northern Sotho, Norwegian Bokmål, Norwegian Nynorsk, Nyanja, Nyankole, Occitan, Oromo, Polish, Portuguese, Quechua, Romanian, Romansh, Rombo, Rundi, Rwa, Samburu, Sango, Sangu, Sardinian, Scottish Gaelic, Sena, Shambala, Shona, Sicilian, Slovak, Slovenian, Soga, Somali, South Ndebele, Southern Sotho, Spanish, Swahili, Swati, Swedish, Swiss German, Taita, Taroko, Teso, Tongan, Tsonga, Tswana, Turkish, Turkmen, Tyap, Upper Sorbian, Uzbek, Vietnamese, Vunjo, Walloon, Walser, Welsh, Western Frisian, Wolof, Xhosa, Yoruba, Zulu

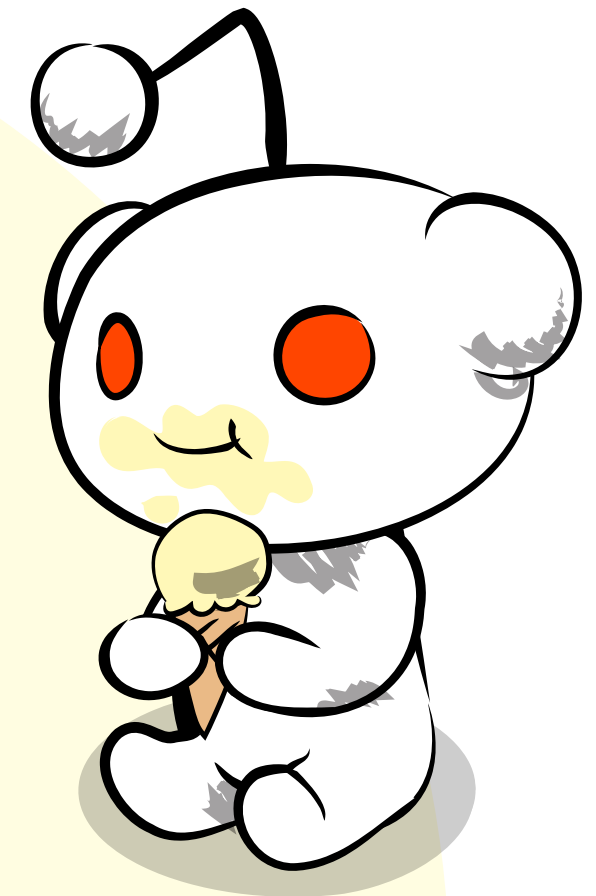
Reddit Sans is designed to work in all Latin and Extended Latin languages, as well as Vietnamese.

We are working to support even more languages in the future.



## Reddit Sans · Original flavor

# Reddit Sans Vanilla



### SPECIMEN/

Reddit Sans is built on a geometric base with humanist characteristics, with attention to accessibility

Darth Plagueis was a Dark Lord of the Sith, so powerful and so wise he could use the Force to influence the midichlorians to create life ... He had such a knowledge of the dark side that he could even keep the ones he cared about from dying. The dark side of the Force is a pathway to many abilities some consider to be unnatural.

### LETTERFORMS/

qwertyuiop  
asdfghjkl  
zxcvbnm

## Reddit Sans · Flavor 1

# Reddit Sans Chocolate



### SPECIMEN/

Headline appropriate geometric letterforms for bold statements and occasional questions

Darth Plagueis was a Dark Lord of the Sith, so powerful and so wise he could use the Force to influence the midichlorians to create life ... He had such a knowledge of the dark side that he could even keep the ones he cared about from dying. The dark side of the Force is a pathway to many abilities some consider to be unnatural.

### LETTERFORMS/

a a g g q q  
b b l l t t  
d d p p u u



## Reddit Sans · Flavor 2

# Reddit Sans Strawberry



### SPECIMEN/

Friendly rounded forms create this more casual yet potentially elegant approach to typography

Darth Plagueis was a Dark Lord of the Sith, so powerful and so wise he could use the Force to influence the midichlorians to create life ... He had such a knowledge of the dark side that he could even keep the ones he cared about from dying. The dark side of the Force is a pathway to many abilities some consider to be unnatural.

### LETTERFORMS/

a d i i



## Reddit Sans · Flavor 3

# Reddit Sans Fudge



### SPECIMEN/

**In some contexts, writing great prose calls for a good balance of traditional typographic elements**

Darth Plagueis was a Dark Lord of the Sith, so powerful and so wise he could use the Force to influence the midichlorians to create life ... He had such a knowledge of the dark side that he could even keep the ones he cared about from dying. The dark side of the Force is a pathway to many abilities some consider to be unnatural.

### LETTERFORMS/

**I I W W**  
**g g w w**

# Typography · Guidance

Pay attention to line breaks and word spacing. When crafting layouts, utilize 3-4 sizes at most, with small caps for disambiguation and description of figures. **Balance without crowding: use a generous amount of open space.**

**This is an example of a headline using Reddit Sans ExtraBold**

This is an example of body copy using Reddit Sans Regular

## TYPEFACE HIERARCHY + PROPORTIONS

### Please do:

- Left align copy when possible
- Use black for body text
- Use small light caps used for disambiguation and description of figures
- Consult the Design Systems team for use in products

### Please remember:

- Don't justify copy
- Don't use any color except OrangeRed on display copy
- Don't use color on body copy
- Don't use drop shadows on type
- Don't track out lowercase type

### Substitutions

When Reddit Sans is not available, substitute an approved sans-serif typeface.

If Google Fonts are available, such as on Google Slides and Google Docs, use Proxima Nova.

If neither are available use San Francisco on Mac or iOS devices, Roboto on Android devices, and

Arial on Windows devices.



# Typography · Resources

Install our official typeface, Reddit Sans, before diving into Reddit assets. The voice of our company speaks clearly through its cheerful, legible and easy-to-use proportions.

The default versions of Reddit Sans contain all four flavor variants as OpenType Sets for applications that support OpenType features. For other use cases, we also provide the flavor variants as separate font files.

## If you do not have Reddit Sans installed on your device

- Unzip the downloaded file and inside the folder you will find your font files.
- Install the fonts by double-clicking them and choosing “Install,” or use your choice of type management software and manually add the fonts.
- Be sure to restart browsers, presentation software, creative apps, and other font-dependent resources before you begin using Reddit Sans.



# Voice

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Reddit should always sound like Reddit, no matter the context.  
The voice of Reddit is casual and conversational.



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Sometimes that means going full Reddit and cracking jokes alongside our community. At other times it means clearly and candidly laying out our point of view. Learning Reddit's voice is highly important when communicating with our many audiences.



# Voice · Guidance

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**We remember the human. We talk to everyone as equals and friends, not as ‘users’. Everything we write should have our community in mind first.**

Our communities are made up of hundreds of millions of people from around the world. And while they may have different backgrounds, political ideologies, genders, races and ethnicities, levels of maturity, senses of humor, writing styles, and life experiences, they’re all redditors like us.

We use everyday language, avoid long, convoluted explanations and legalese, and we favor being direct. Our writing should be drunk-proof — quick and easy to understand.

We also respect our audience’s intelligence and we never talk down to anyone. When we communicate with our fellow redditors, we remember and respect what makes us all unique, while embodying the values and characteristics that we share.

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# Voice · Talking about Reddit: Boilerplate + tagline

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## BOILERPLATE/

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This is how we describe Reddit in professional contexts.

Reddit is a network of more than 100,000 communities where people dive into anything through experiences built around their hobbies, interests and passions. People on Reddit submit, vote and comment on content, stories and discussions about the topics they care about. From pets to parenting, there's a community for everybody on Reddit and with more than 50+ million daily active users, it is home to the most open and authentic conversations on the internet.

## TAGLINE/

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This is our brand tagline, which communicates both the breadth and depth of content on Reddit.

# Dive into anything.



# Voice · Writing for Reddit + resources

As a general rule, less is more. We conform to the Chicago Manual of Style, unless otherwise specified. For numbers, write out one through nine, 10 and above are numerical. Use only numeric characters when space is limited. Use serial commas everywhere.

**Titles** Be brief. Headlines and titles should be written in sentence format. Capitalize only the first word and proper nouns. Titles should not have a period at the end unless there are multiple sentences.

**Content** Paragraphs should not be longer than 6 lines on a desktop screen or 100 words. Ideally, they wouldn't exceed 5 lines or 70 words. Shorter is better, especially as more and more readers come from mobile.

**Actions** Be as brief as possible when labeling a button or action. Use the most widely adopted terminology to reach the broadest audience. Be certain that terminology is consistent with our platform. For example, we use “Log in”, and never “Sign in”.

**Errors** Be brief and human. Explain what's actually happening in a non-technical, casual way. Error messages should be in complete sentence form, and should be brief and informative. Begin by apologizing (“Sorry”) where possible.



# Terminology



Redditors have created a lot of unique language on the Internet, and using it correctly goes a long way to establishing our credibility as a brand.

Likewise, incorrectly using a Reddit term can cause confusion or even mistrust, so employ these terms with care.





# Reddit vocabulary

These are terms that are specific to Reddit and how our platform works.

**Reddit** This is the name for our platform and for the company. Do not refer to it as a 'site' or 'website,' instead call it a platform or app. Always capitalize Reddit.

**redditor, u/** A person who uses Reddit is a 'redditor'. Names on Reddit are preceded by 'u/' which is an abbreviation of 'username'. For example, "u/spez". A username may also be referred to as a "Reddit profile" or "Reddit account." Use redditor when referring to an individual or "redditors" when referring to people on Reddit.

**Reddit users** A person who uses Reddit is a Reddit user. Use "Reddit users" when referring to audience metrics in advertising.

**subreddit, r/** Reddit communities are often referred to as 'subreddits'. Subreddit is synonymous to 'community'. Subreddit names are preceded by 'r/' which is an abbreviation of 'Reddit'. For example, "the r/worldnews subreddit or the r/worldnews community". Use "community" in business language.

**Snoo** Also known as the 'Reddit alien', Snoo is Reddit's smiling, genderless community mascot. Snoo's name is a play on "what's new". When referring to our mascot, 'Snoo' should be capitalized. Snoo can also generally refer to its alien race, who are collectively known as 'Snoos'.

**front page** The 'front page' is a term used to describe that a piece of content has become popular enough to rank highly in the 'popular' feed.

**upvote, downvote** Redditors can 'upvote' or 'downvote' content the community contributes. The more upvotes a piece of content receives, the higher it will appear.

**karma** Reddit users accrue 'karma' when they participate on Reddit. Karma is a score that increases as a Reddit user's posts and comments get upvoted.

**crosspost** When a post is relevant to more than one community on Reddit, someone can 'crosspost' or share it with another community if the community allows crossposting.

**flair** Reddit communities can designate custom 'flair', which are similar to tags that people can use to distinguish content.

**coins** A digital currency on Reddit that can be purchased or gifted to someone. Gold is one type of 'coin' (platinum, gold, silver) people use to acknowledge a high-quality post or comment.

**award** A form of recognition that can be given to a post or a comment. Awards can grant the author Reddit Premium or coins. The best known of these is the gold award, though there are many different types of awards.

**cake day** Anniversary of the day someone signs up for Reddit.

**moderator (mod)** Volunteer moderator(s) of communities on Reddit.

**administrator (admin)** Employee(s) of Reddit who oversee the platform.



# Commonly used acronyms

These are acronyms that you see on Reddit and other places on the internet.

**Reddit** This is the name for our platform and for the company. Do not refer to it as a 'site' or 'website,' instead call it a platform or app. Always capitalize Reddit.

**“AMA” Ask Me Anything** Indicates a Q&A session.

**“OC” Original Content** Indicates the content in a post was created by the person posting.

**“TIL” Today I Learned** New tidbit learned typically by visiting [r/todayilearned](#)

**“ELI5” Explain Like I’m Five** A complex answer given in simple terms

**“AITA” Am I the Asshole** Someone describing a scenario and wanting to know if they were the asshole. Usually found in [r/AITA](#)

**“AFAIK” As Far As I Know** If you aren’t 100% sure about something, but to the best of your knowledge, you believe it to be true

**“CMV” Change My View** When you are open to hearing opinions to persuade or change your mind. Usually found in [r/changemyview](#)

**“YSK” You Should Know** Tidbits or facts you should be aware of. Typically found in [r/youshouldknow](#)

**“TL;DR” Too Long Didn’t Read** Summarizes a long body of text

**“OOTL” Out of the loop** When you are not aware of something that everyone is talking about. Typically found in [r/outoftheloop](#)

**“Copypasta”** A block of text which has been copied and pasted from somewhere else

**“SFW” Safe For Work** Content that safe to share in work setting

**“NSFW” Not Safe For Work** Content that is not safe to share in a work setting

**“NSFL” Not Safe For Life** Content that is explicit and offensive

**“YMMV” Your Mileage May Vary** Conveys that you understand people may have a different opinion or experience to yours



# Brand Elements

We employ a range of brand-specific elements alongside our logo to represent aspects of our platform, from communities to redditors.

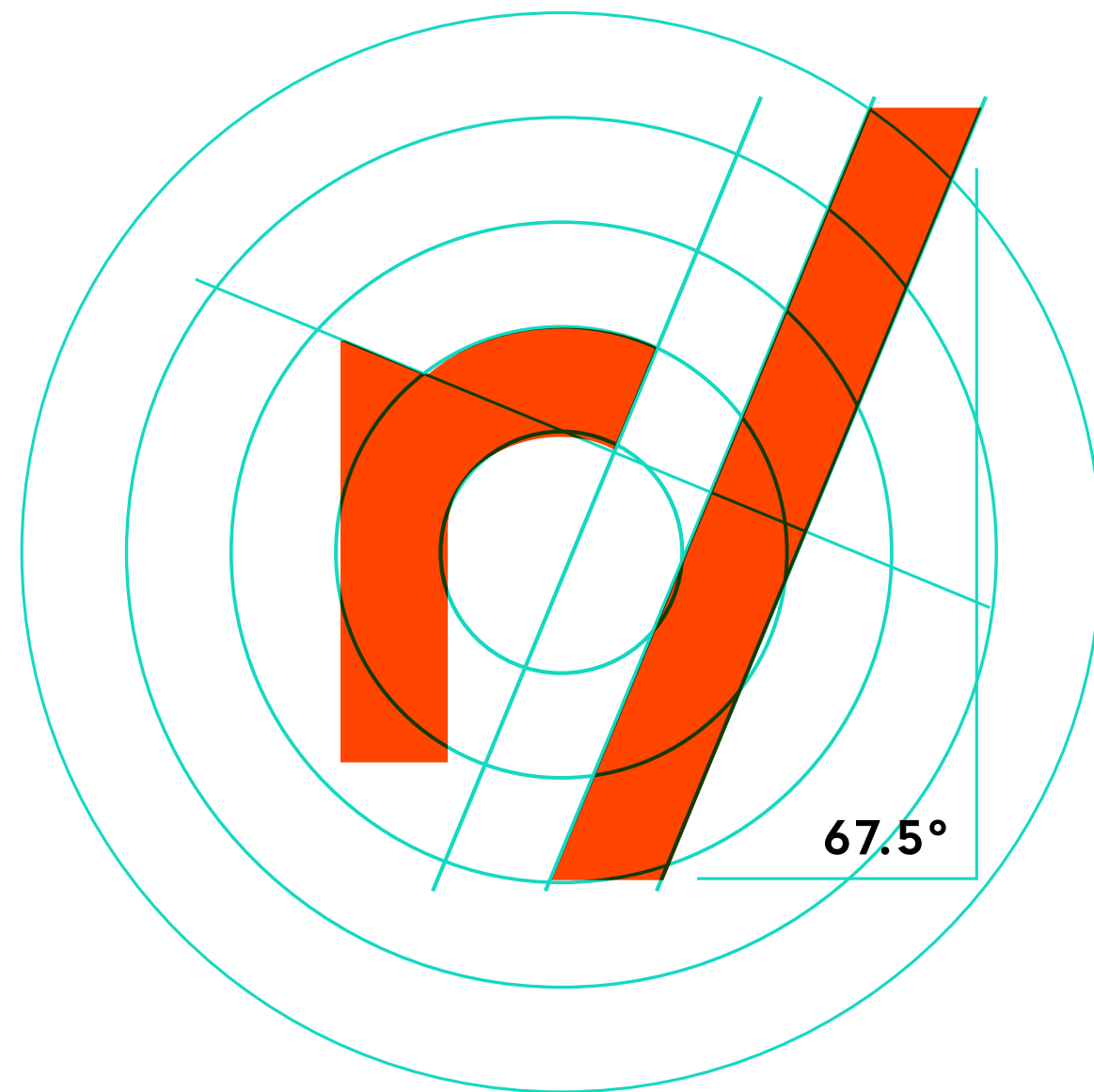


Each of these has some specific use cases, whether it is representing communities or emphasizing our brand color in a layout.



# Brand Elements · Slashmark

The r-slash is our community mark, appearing in front of a community name or alongside community content or imagery.



The “r” should always be lowercase and in our brand color orangered, or in black or white when placed on an orangered background. When used with the slash, the r and slash are always matching

colors. The slash is always at a 67.5° angle. It can also be used independently as a design element in one of our primary brand colors to add dynamism to a layout.





# Brand Elements · Community Tag

The community tag uses the r-slash mark in conjunction with the full community name.

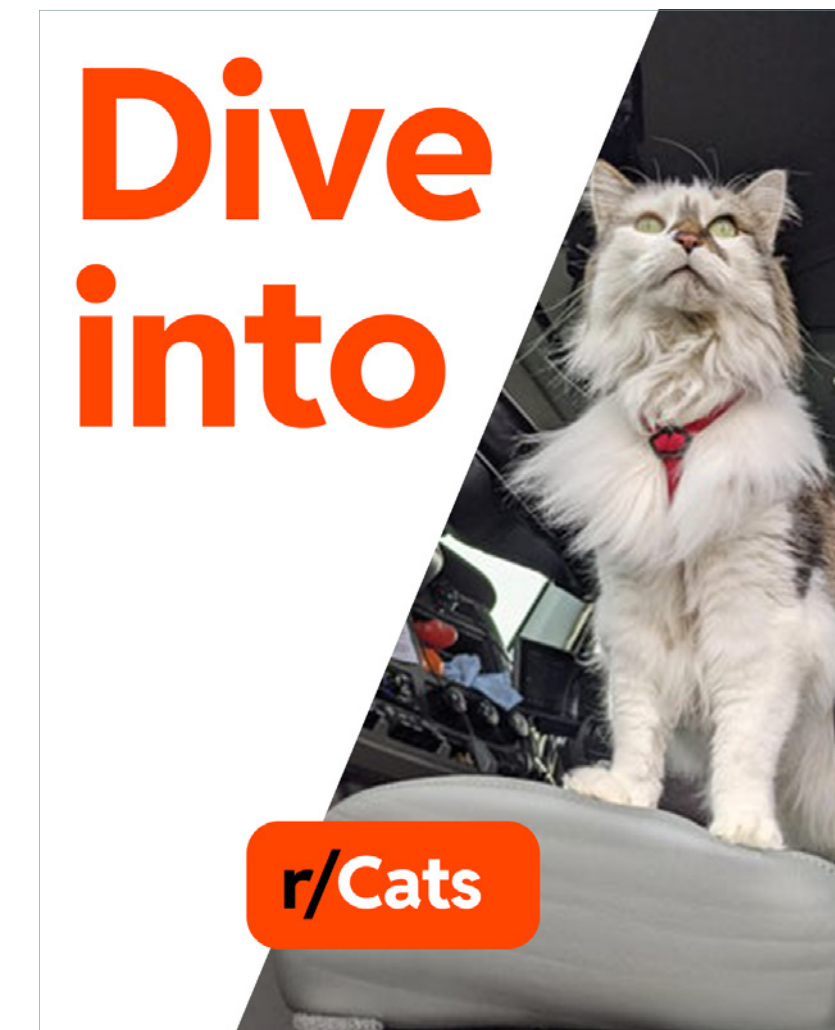
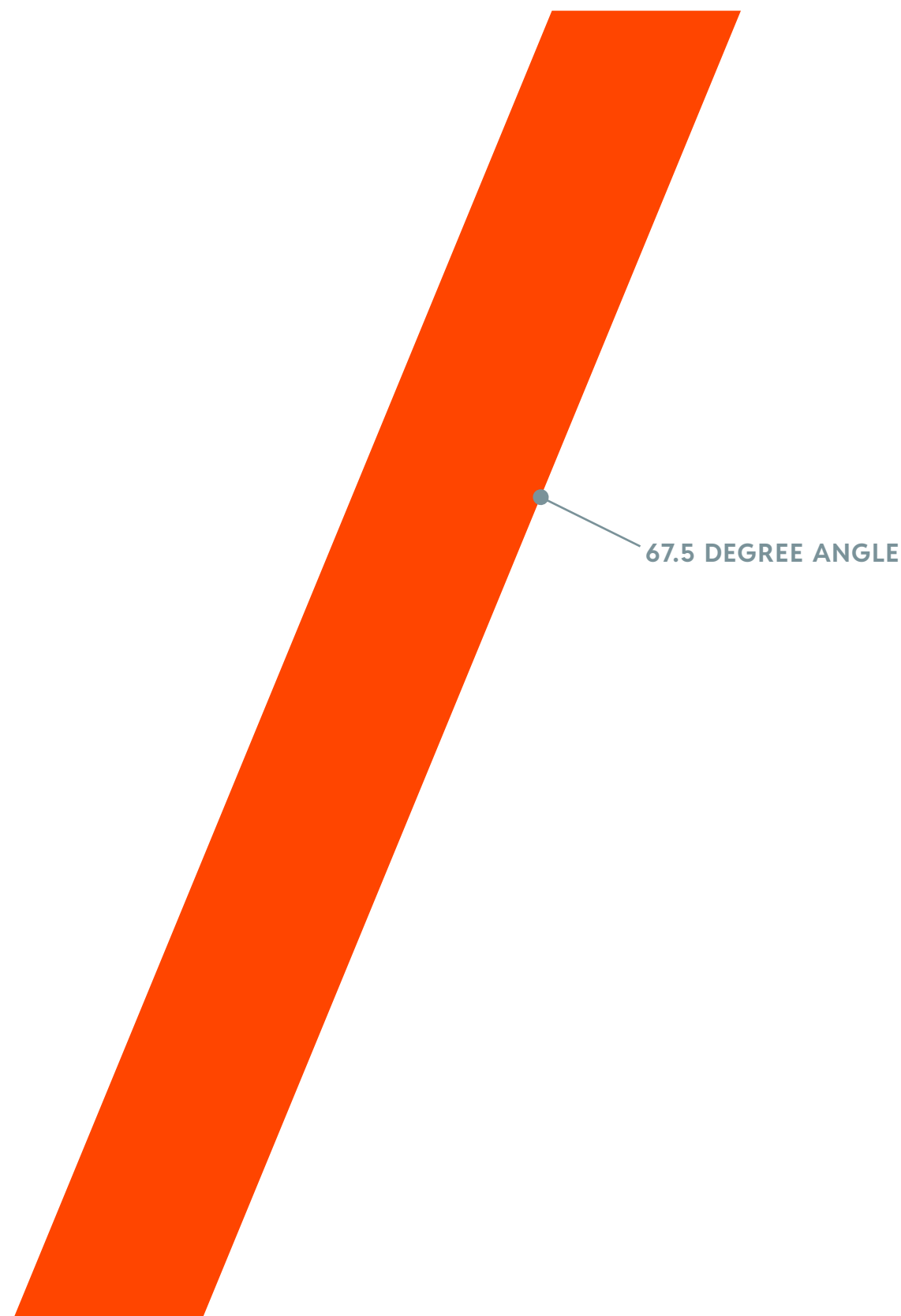


When using a community tag, corners must be rounded slightly, but not fully-rounded.

The community tag is used to bring attention to a community where imagery is featured.



# Brand Elements · Slash



**Where passionate communities drive action**

[Learn more](#)

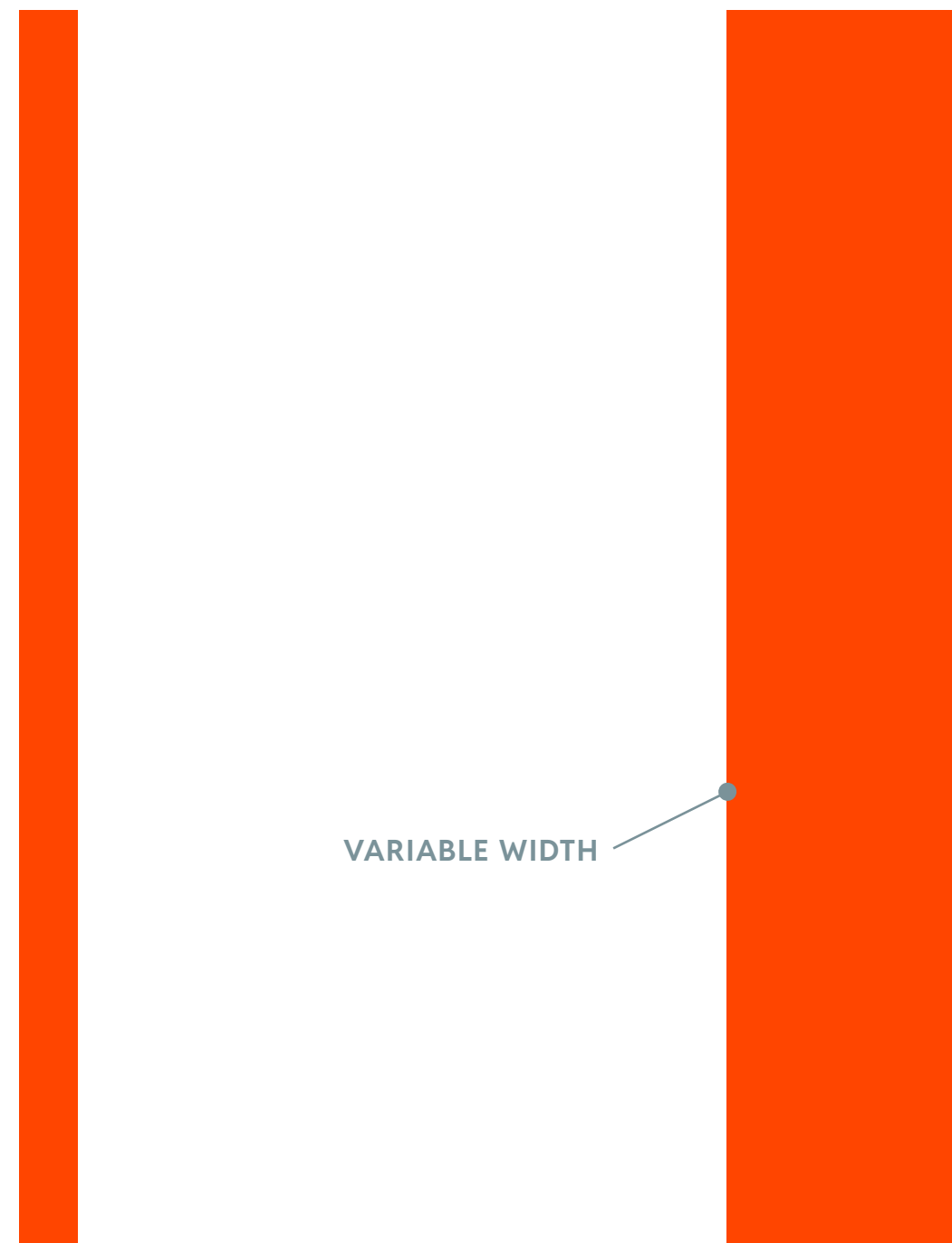
The slash can be used alone without the preceding “r.” The slash can be expanded to fit the partial

width of a layout, ensuring a comfortable separation between images or white space. The slash

must sit at a 67.5° angle, but holds no bounds to the width that it can be expanded to.


# Brand Elements · Stripe

The vertical stripe usually appears on the left side of a deck, header, advertising layout, or other design instances.



**Where  
passionate  
communities  
drive action**

[Learn more](#)



**This cat in a  
fishbowl got more  
votes on Reddit  
than determined  
our President**

↑ 122k upvotes

When used in a horizontal layout, the vertical stripe width can be expanded behind an image

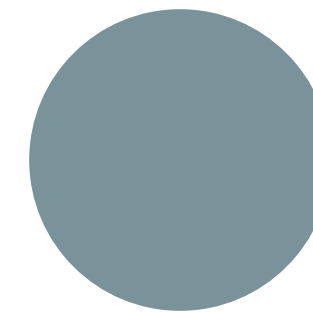
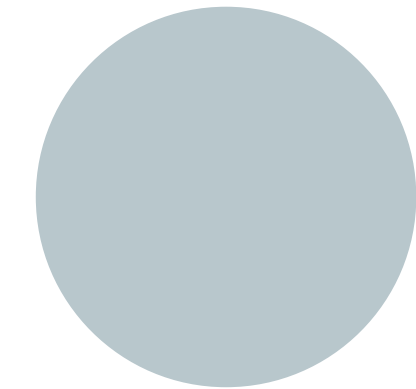
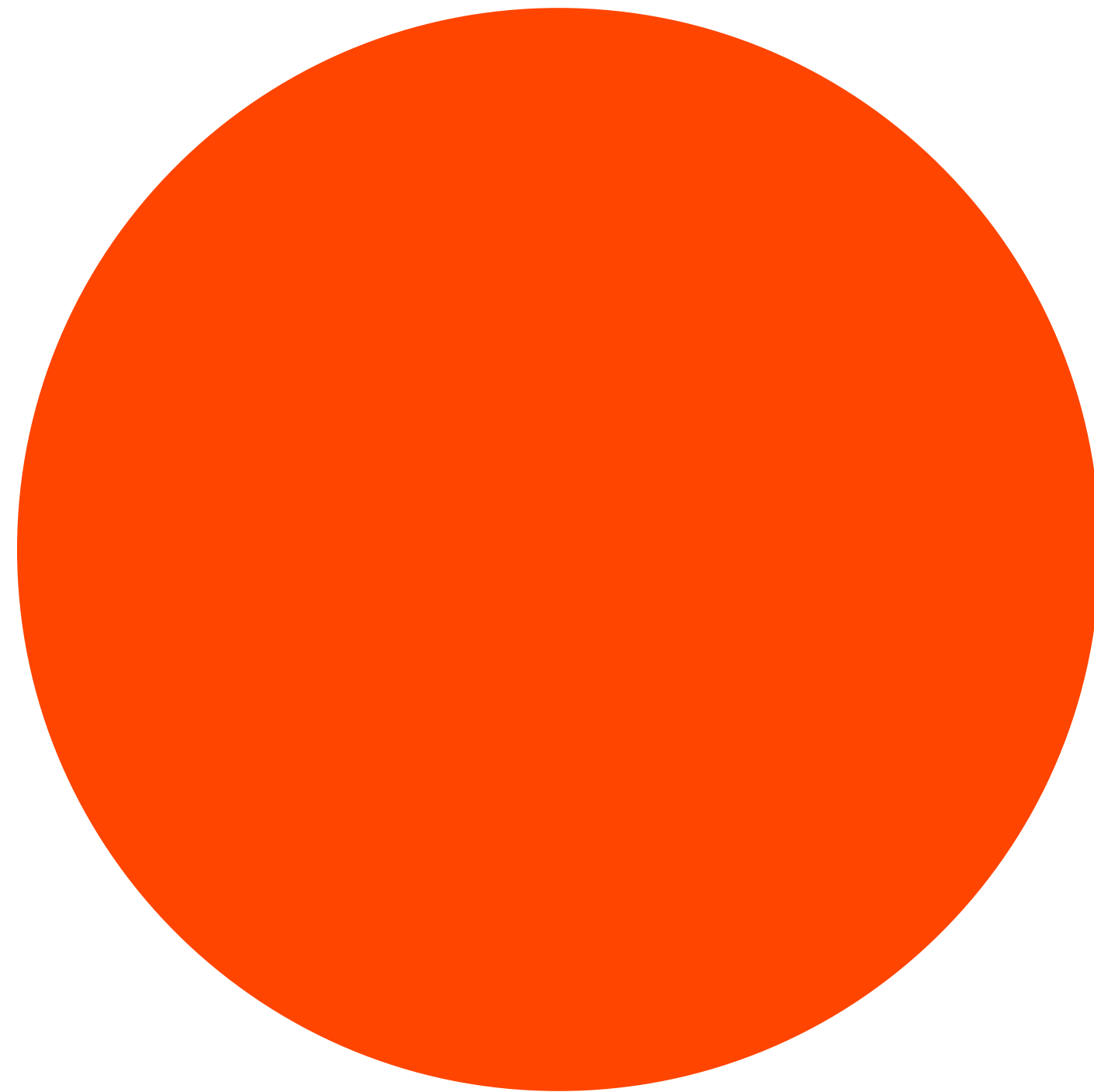
to add extra depth.





# Brand Elements · Circle

Derived from the shape of Snoo's eyes and the Reddit logo, circles are incorporated throughout layouts as another element of interest.



Circles can be used in various Reddit brand colors, or filled with imagery.





# Layout

Reddit is a sandbox of sharing and discussing a multitude of topics. Our visual style reflects that. Our layouts should reflect the open space created for community and belonging on Reddit.

Reddit is a place for fun, a place for thoughtful discussion, a place where differing opinions are welcomed and encouraged. So the way we show this is a celebration of these truths.



How do we bring the spirit of Reddit to life visually? We use vivid brand colors and our distinctive typeface, alongside colorful imagery to showcase the broad range of human experience. Generally speaking, we bring Reddit to life by being joyful, effortless, thoughtful and inclusive.

With that said, there will be times when we're a little more formal.

Documents, formal communications, and so forth will require a much more pared-down visual approach. Corporate communications are cleaner and rely more extensively on OrangeRed alongside our neutral palette. Visually we try to be clean, open, accessible, and easy to parse.

# Layout · Guidance

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- **Continuity is key**
- **Limit information for ease on the eyes**
- **Scale is sacred**
- **Always use appropriate imagery**
- **Stay aligned**

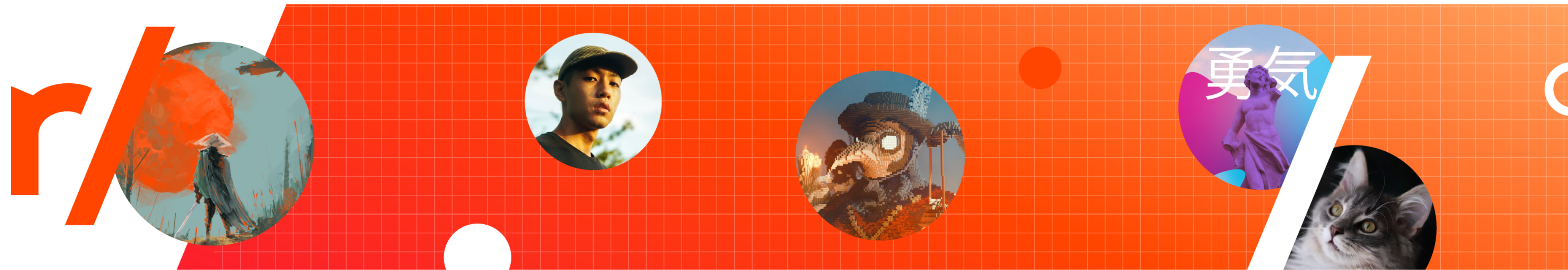




# Imagery

A lot of Reddit content is visual — and like our brand, the form it takes can be eclectic.

We employ illustration in many parts of Reddit to represent both the company and redditors.



As a platform built on community contributions, we have gathered photography from all parts of the platform and encourage using it to show off the people on Reddit as well as the content they love to share.

Finally, our iconography is unique to our platform—including Reddit's famous upvote—and should always be employed in a manner consistent with our product.

# Imagery · Illustration, photography + iconography

## Illustration

Illustration and Reddit go way back to the creation of our mascot Snoo. It offers us several advantages that helps us live up to our values. It's great for representing abstract ideas and the diversity of redditors and their avatars. Our illustrations have a warm, personal tone and are broadly appealing with a handmade feel.

## Photography

Photos are sourced from the community and should always be approved for use by the redditor. The great part is, since inclusion and diversity are well within our wheelhouse and our inherent visual DNA, broadcasting the authentic Reddit is as easy as peering through the lenses of the Reddit community. Our goal is to keep Reddit real and we achieve this by making sure our photography feels organic and unique.

Our photography style mimics what happens on our platform — the marriage of authentic, human connections and communities coming together. We want to show expressive faces or people engaged in activities, rather than from behind a computer screen or a desk. Angles and shots in the brand photographs should try to engage viewers emotionally and make them feel something. Good Reddit photography should seek the unexpected, and reveal the excitement and energy of discovery and transformation.

## Iconography

Reddit's icon language uses simple geometric shapes and friendly, rounded forms within a grid-based structure. They appear primarily as outlined forms, with solid variants that indicate an active state. They should always read well in a single color. Use icons primarily in product use cases or when illustrating a product action or feature. Avoid using icons to represent things that are not consistent with their use in the product.





# Displaying content

Reddit content is often the first encounter people have with our brand, and maintaining some consistency in its presentation is highly important.



Use of any content posted on Reddit requires the explicit permission of the original poster. Please contact the relevant poster(s) to seek approval to use their content.

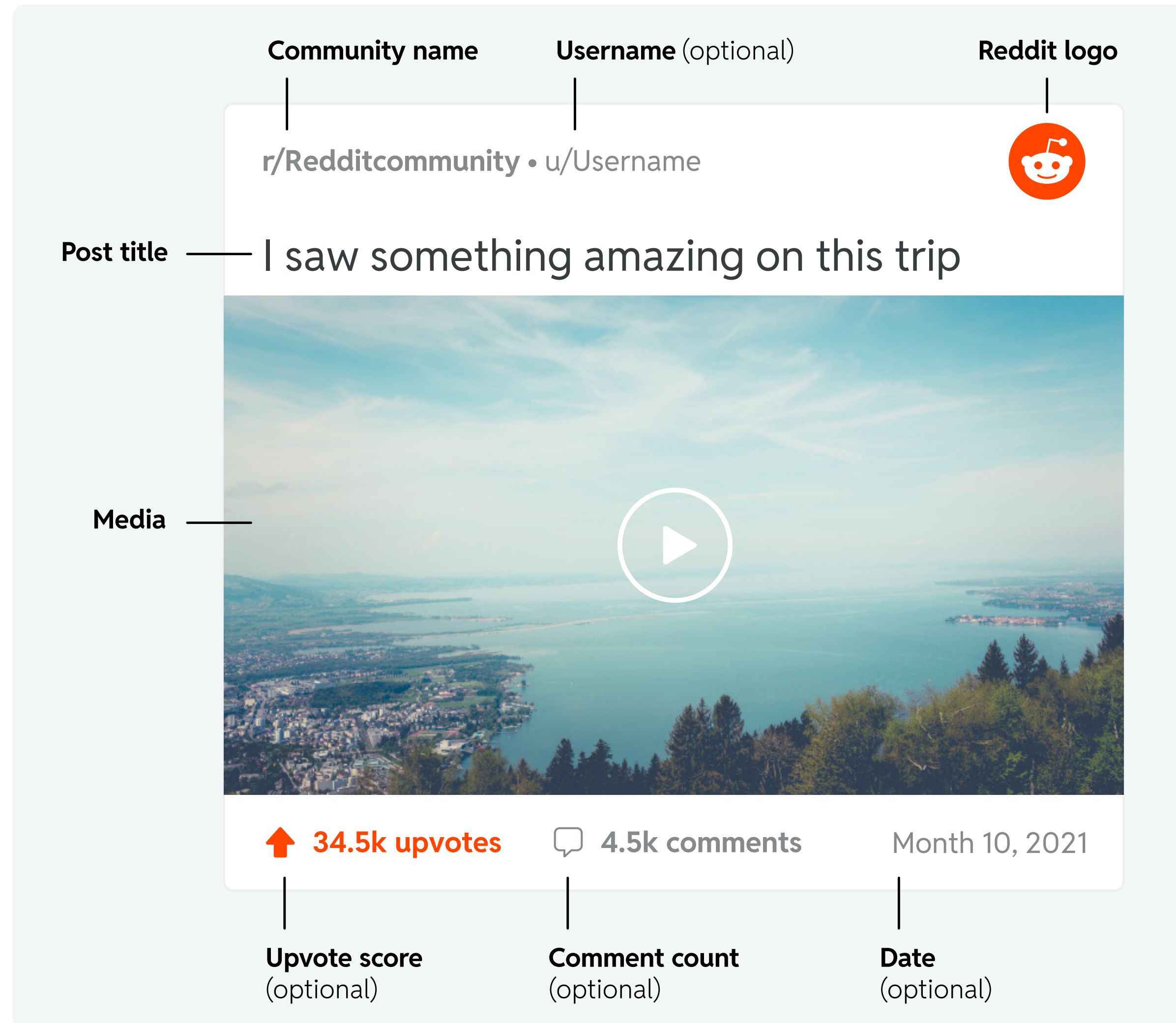
Our provided content templates ensure that every time a post or comment from Reddit is shared in print, online, or video media, key elements of the brand are presented clearly and in the proper context.



# Displaying Content · Reddit posts

**When displaying a Reddit post, use our brand-specific content templates.**

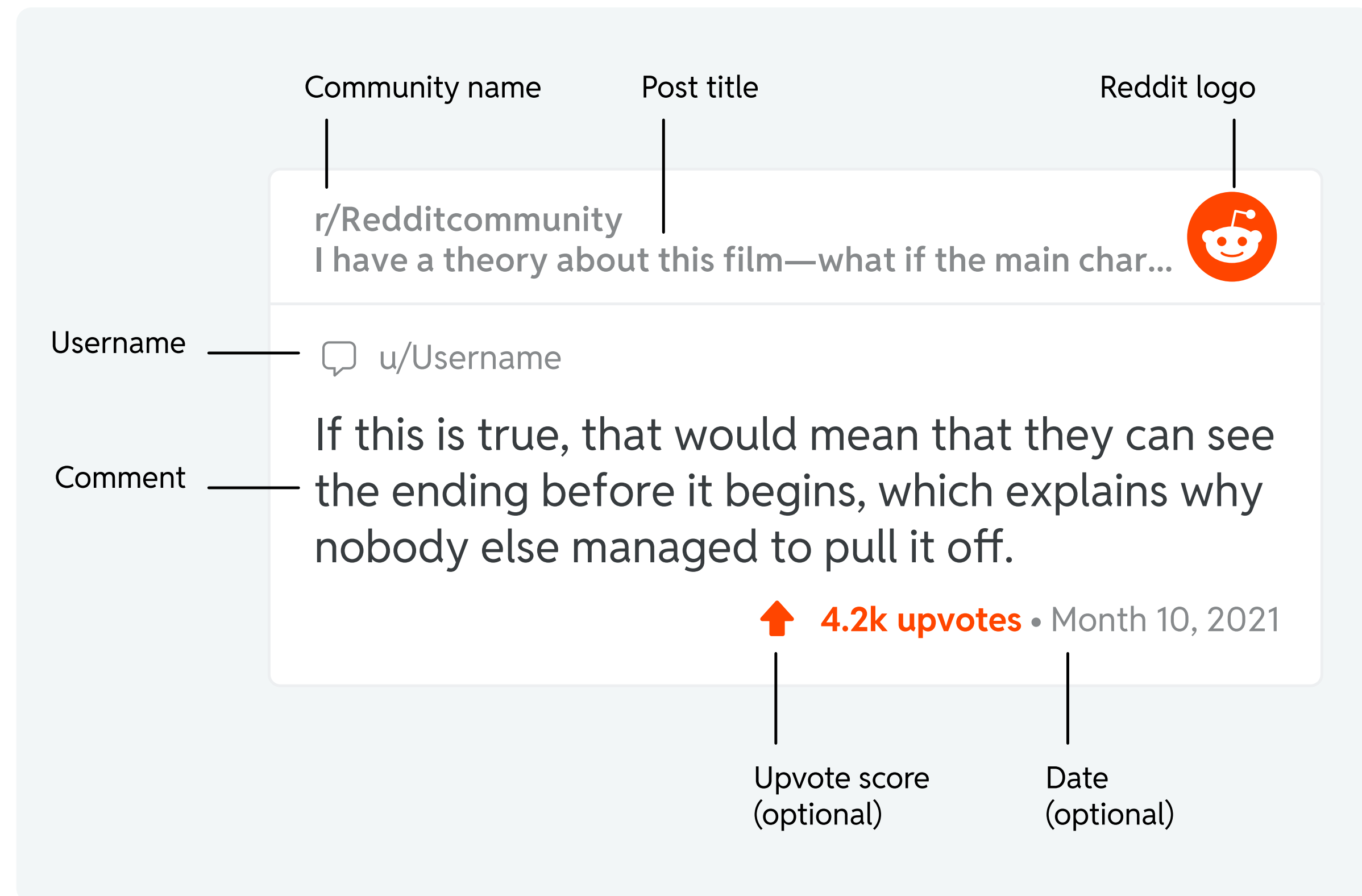
- Always credit the community that the post is from.
- Community name should respect the display case.
- Community name may be obscured, if desired, using bullet characters. For example: r/•••name.
- Crediting the person who posted is optional, but encouraged.
- When displaying for broadcast, information about upvotes, comments, and date are optional.



# Displaying Content · Reddit comments

**When displaying a Reddit comment, use our brand-specific content templates.**

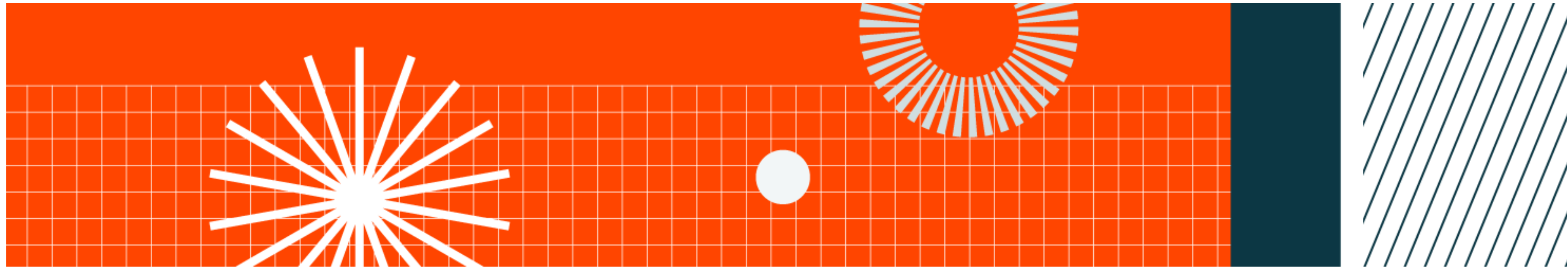
- Include information about context above the comment. This includes the name of the community and the title of the comment's parent post. Use ellipses to indicate a truncated title.
- Username display is not optional for comments, but may be obscured, if desired, using bullet characters. For example: u/•••name.





# Terms of use

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All commercial use of Reddit's brand assets and the resources provided in this document are reserved for Reddit and its licensed partners.



# Terms of use · General usage

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Our brand reflects how we want to be thought of and remembered. Consistent look, sound, and feel ensures a better awareness and connection to Reddit. Whenever using the Reddit brand, be sure to follow these key principles.

## Use official Reddit graphics

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- Brand assets are readily available for your use
- Don't modify the brand asset graphics or use modified versions you might find on the internet

## Talk about, not as, Reddit

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- Use the brand assets to refer to Reddit and its products and services
- Don't use the brand assets in a way that suggests partnership or endorsement by Reddit

## Restricted contexts

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- Don't use the brand assets in connection with material that would violate the Reddit Content Policy
- Don't use the brand assets to disparage Reddit or Reddit's products or services

## Follow terms & agreements

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- Read and comply with the Reddit Brand Terms of Use
- As applicable, follow the Reddit Terms of Service, Privacy Policy, and any other relevant agreement



# Terms of use · Reddit brand terms of use

“Reddit” means Reddit, Inc.

“Brand Assets” means the Snoo character and depictions thereof, all versions of the Reddit logo and wordmarks, and any other word, name, phrase, image, or other designation that identifies the source or origin of any of Reddit’s products or services.

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